CITY OF DUBLIN

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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THE CITY OF DUBLIN AND THE DUBLIN CHAMBER OF COMMERCE TO KICK OFF 3rd ANNUAL "DISCOVER DUBLIN FOR THE HOLIDAYS" SHOP LOCAL CAMPAIGN

DUBLIN, Calif., October 11, 2013 – The City of Dublin, in partnership with the Dublin Chamber of Commerce, has kicked off its third annual "Discover Dublin for the Holidays" shop local campaign. This free program is designed to teach the citizens of Dublin that every taxable dollar spent in Dublin benefits the community through services such as public safety, enhanced programs for seniors and children, and street and park maintenance. It also benefits the local business community by helping to drive consumer spending to their doorsteps.

The shop local campaign is driven through social media. A "Discover Dublin for the Holidays" Facebook page, www.facebook.com/discoverdublin, was created in 2011, where local businesses could post information about their shops or promotions going on through the holidays. The number of "likes" has grown to 640, and several businesses reported an increase in sales following a posting.

The shop local campaign will also promote Small Business Saturday, a shopping event held the Saturday after Thanksgiving, during the busiest shopping period of the year. Originally conceived by American Express in 2010 as a counterpart to Black Friday and Cyber Monday, Small Business Saturday encourages holiday shoppers to patronize independently-owned businesses that are small and local.

For more information about "Discover Dublin for the Holidays," contact Nancy Feeley, President and CEO of the Dublin Chamber of Commerce, at (925) 828-6200, or Shari Jackman with the City of Dublin at (925) 833-6650.

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